

PLANS AND MATERIALS

Used In

RADIO SERIES, "LET'S MAKE A DRESS"

Carried Out By

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## I. PUBLICITY PLAN

### Suggested for Counties Participating With the Radio Project "Let's Make a Dress"

The following plan is outlined in order to help you organize your work and facilitate the handling of details. Please feel free to exercise your own judgment relative to your county situation. The more channels through which you can direct attention to this new medium of extension teaching, the more successful the county results will be. As complete a coverage as is possible is desirable.

1945

May - Discussion with county executive committee to acquaint members with the possibilities of the project.

June - Include the project in printed and mimeographed county and unit programs. Give dates and hour, starting September 28, ending November 16 every Wednesday and Friday - 1:15 to 1:30 P.M. WGY - 790 kilocycles.

Make contacts with stores, PTA, Home Ec. teachers, libraries, and other possible cooperating agencies to explain the project to them and enlist their cooperation. Try and find out in what ways the county office can help them. It is possible to work up district committees, headed by executive committee members to help with this. A report sheet of committee activities should be returned to your office. Ask about placing posters; making announcements at meetings; news notes in any of their publications.

June 15 - Advance newspaper announcement to city and county newspapers. Copy supplied by the College and to be localized by H. D. A. See Model #1.

Announcement in the Farm and Home Bureau News to be written by the county.

Announcement in the News Letter and any details in regard to the project for the particular county to be written by the county.

July 30 - Posters placed in some outstanding places like Electric and Gas Corp., etc. starting July 30.

Talk about the project as you make home visits or attend unit meetings.

August 15 - News story to county and city papers, if possible. Copy to be supplied by College and adapted by the county. See Model #2.

Posters placed in prominent places throughout the county.

Line up clothing leadership available and send leaders in advance announcement asking them to cooperate. See Model #3. A second letter to be sent them in September.

August - Farm and Home Bureau News story to be supplied by the College and adapted by the county. See Model #4.

September - Follow-up announcement in News Letter and Farm and Home Bureau News reminding homemakers that the program is about to start - notice to be written by the county.

First week September - Send a letter to all clothing leaders, representatives of stores, PTA, Home Ec. teachers, libraries, etc. inviting them to attend a county meeting prior to the first broadcast (date to be decided between H.D.A. and Spec). At this meeting explanation will be given as to the operation of the project and details worked out. Copy prepared by College. See Model #5 and #6.

Set up final details of plan in county office for handling enrollments, sending out lesson booklets ("Sewing Aids"), keeping records and follow-up material. Counties which are cooperating on the committee for sorting and forwarding enrollments will need to give final instructions to committee members and set the dates for them to be at WGY to work.

Second week - Advance announcements to be given over WGY. The College will work out this detail with them.

Second and third week - Spec. to meet with leaders and other cooperators to launch the program. Leaders meet for all day 10-4. Other cooperators meet 10-12. The specialist will try to arrange her schedule so as to be at this meeting but if it is impossible for her to get to all the "first" meetings, she will work out plans with you and get to the county by Oct. 4.

September 19 - Circular letter or announcement card to mailing list to remind them to listen. Copy prepared by College and localized by the county. See Model #7.

Sept.-Oct.-Nov. - Send out "Lesson Aids" according to the special instruction sheet. This is planned so that homemakers will have "Lesson Aids" in advance of the radio lessons. Time for delay in mails needs to be considered. See Model #8.

Cover letters to accompany each mailing so as to make it frankable. Copy prepared by College and adapted by county office. See Models #9, #10, #11, #12.

September 27 - News story to papers on opening of the series of lessons to be prepared by the College and localized by the county. See Model #13.

October 18 - Local stories of accomplishment and leaders' activities. Story for newspapers prepared by H.D.A. or leaders.

November 10 - Report blanks to go to entire enrollment. Form prepared at the College, mimeographed and mailed from county. Announcement of achievement day included. Self-addressed envelope to be included. See Model #14.

November 21 - News story to papers on accomplishments and announcement of rally to come. Copy prepared by College and localized in the county. See Model #18.

Nov. or Dec. Issue - Farm and Home Bureau News Letter to tell of accomplishments. Copy to be prepared by the county.

November 30 - Final tabulation of reports and sent to the College for summary.

December - News story on Achievement Rally. Copy to be prepared in the county.

**II. Summary Outline of Publicity Plan for  
"Let's Make a Dress"**

Newspaper

June 15 - Prepared by College, localized by the county. ) Copy to  
Model #1. ) come to  
Aug. 15 - Prepared by College, localized by the county. ) county  
Model #2. ) in  
Sept. 27 - Prepared by College, localized by the county. ) sufficient  
Model #13. ) time for  
Oct. 18 - Prepared by county office - local stories of ) placement  
accomplishment. )  
Nov. 21 - Prepared by College and localized by county office.)  
Model #15  
Dec. Following Achievement Day. Prepared by the county.

Farm and Home Bureau News

June issue - copy prepared by county office (announcement).  
Aug. issue - copy prepared by College (promotion story) Model #4  
Sept. issue - copy prepared by county office (reminder).  
Nov. issue - copy prepared by county office (accomplishment).

News Letter to Home Bureau Members

June issue - copy prepared by county office (advance announcement of  
plans)  
Sept. issue - copy prepared by county office (follow-up to remind  
them of series)  
Nov. issue - copy prepared by county office (accomplishment)

Posters

July 30-Sept 10 - Posters prepared by College and sold to  
counties at cost. Place orders by June 30.

Personal contact by representatives of the county

June - With PTA groups, stores, Home Ec. teachers, libraries, others.  
July - Home visits and unit meetings by county representative.

### Leaders

Aug. - Advance announcement of leader training meeting.  
Circular letter August 15. Model #3.  
Sept. - Training meeting for leaders and cooperators.  
Circular letters for September.  
Model #5 and #6.

### Circular letters

Aug. 15 - Copy prepared by College. Advance announcement of leader training meeting. Model #3.  
Sept. 4-10 - Copy prepared by College - invitation to leaders and all cooperators to training meeting. Model #5 and #6.  
Sept. 19 Copy prepared by College and localized by county office (To Home Bureau and other mailing list) Model #7.  
Sept.-Nov. - 4 different cover letters to accompany "Lesson Aids" Model #9, #10, #11, #12.

### Radio

Week of Sept. 10-17-21- Briefs prepared by College and given by announcers over WGY.

### Sewing Aids

Series of four booklets prepared by the College and given to counties for use of enrollees only. Four separate mailings. To stimulate continued interest.

Cover letters to accompany each mailing to make it frankable. Copy prepared by College and adapted by county offices. See above - circular letters.

### Reports

Nov. 10 - Report blanks to entire enrollment. Include self-addressed envelope. Form prepared by the College. Model #14.

### III. Promotion for "Let's Make a Dress"

#### College Job

1. Outline entire plan and follow-through.
2. Prepare 15 scripts and give broadcasts twice weekly.
3. Work with 10 counties in the first listening area on details of promotion plan and follow-up of project.
4. Prepare 4 news stories - 1 copy of each to be sent to county office and placed in newspapers by that office.
5. Prepare copy for 3 circular letters and 4 cover letters for "Sewing Aids". These are to be mimeographed in county and sent out from there.
6. Prepare radio briefs for advance announcements over WGY.
7. Prepare poster and distribute to county at cost. Order from county placed by June 30.
8. Details of enrollment response worked out with special counties and supervise this work.

9. Meet with county leaders and cooperators.
10. Send counties supply of "Sewing Aids" requested by them and letter to explain the mailings.
11. Do follow-up work in counties where possible, home visits, leader visits, etc.
12. Handle the details of the project in the five unorganized counties in the first listening area.
13. Work out a promotion plan with the counties in the second listening area.
14. Tabulate final reports received from all counties.
15. Publicize the final achievements of the project.

County job.

1. Enlist the support of the county for the success of the project.
2. Make contact with all cooperators, either by visit or personal letter.
3. Place news stories in city and county papers. Localize copy prepared by College.
4. Prepare copy for articles in Farm and Home Bureau News Letter.
5. Adapt circular letters prepared by College to suit county needs. Mimeograph and send from county office.
6. Place posters in strategic places - poster prepared by College and sold at cost to county.
7. Prepare a local news story on leaders' activities about October 22 and send to county and city papers.
8. Plan for training meeting.
9. Keep record of all enrollees.
10. Send out "Sewing Aids" according to the schedule sent from the College as soon as enrollment is received. Cover Letters (copy prepared by college) to be mimeographed in county.
11. Enlist cooperation of leaders and try to give them definite jobs to do in regard to the promotion.
12. Arrange for achievement rally if such is to be held and do any special advertising for this. Arrange for photographs.
13. Send out report blanks and announcement of achievement rally with self-addressed envelope. Copy prepared by College; material to be mimeographed in county office.
14. Tabulate county report and achievement and send to College by Nov. 30.

For release June 15  
Localize before using  
From:

**IV. NEWS RELEASE**

What the women of ----- County want to know to help them with their homemaking is the basis of the \_\_\_\_\_ County Home Bureau program planned for the coming year, beginning this fall.

The home demonstration agent of this county, \_\_\_\_\_, the state leaders of the Extension Service at Cornell, specialists from the Home Economics College, home bureau leaders and county committees have worked for the past \_\_\_\_\_ months to prepare a program that suits the needs and interests of all the women of the county.

(H.D.A.)

Through this program, says \_\_\_\_\_, the members of the Home

Bureau units and their friends and neighbors can receive help on child guidance, family relationships, management of time, energy, money and other resources, meal planning and preparation, nutrition, the making and care of clothing, and many other subjects, including health and citizenship.

One of the highlights of this year's program, according to \_\_\_\_\_ will be a series of radio lessons entitled "Let's Make a Dress," to be broadcast by Helen Powell Smith, clothing specialist of the home economics college. Homemakers who enroll for the radio sewing school, will each make a dress during the  $7\frac{1}{2}$  weeks it will run. They will be sent printed Lesson Aids to help them with details of sewing not included in the broadcasts.

"You will hear more about this new kind of sewing school," says \_\_\_\_\_, "Before it starts on September 28. It will be broadcast over WGY from 1.15 to 1.30 twice weekly on Wednesdays and Fridays for  $7\frac{1}{2}$  weeks. Be sure to watch for the announcement and plan now to make a dress whether you are an experienced seamstress or a beginner in sewing."

V. SUGGESTED LETTER TO CLOTHING LEADERS - MODEL #3

August 15, 1945

Dear Clothing Leader:

This fall, homemakers in \_\_\_\_\_ County are going to have the unusual opportunity of cooperating with a new kind of teaching. You have been hearing about the radio sewing school and there is going to be a chance for you to help make this program a success. This is a new idea and we hope it will be very far reaching in its results.

On \_\_\_\_\_, September \_\_\_\_\_, there is to be a meeting for leaders, starting at 10 A.M. Since this is an important meeting, please make plans for it now so that you will be able to come. We are going to tell you more about the radio sewing school and how it will operate, and even more important, about the part you can plan. Your leadership is valuable in organizing listening groups; understanding the project; refreshing your knowledge on sewing techniques; being able to follow through and assume a definite place in your community organization. We are counting on you to help show how effective this kind of teaching can be.

Busy times, lack of transportation, and a growing interest in new ideas prompted us to try this means of reaching a large number of homemakers with help on sewing.

This letter is going to the new clothing leaders and to those who have been clothing leaders in the past three to five years because there is a real job that you all can do.

VI. SUGGESTED COPY FOR A HAND BILL TO BE USED IN DEPARTMENT STORES AND FOR SIMILAR GIVE-AWAYS. MODEL A

Listen to the program from the Home Economics College at Cornell that begins over

WGY on Friday, September 28, at 1:15 P.M.

Helen Powell Smith, Clothing Specialist from the College, will teach you step-by-step how to make a dress.

Any homemaker may enroll as a member of the sewing school.

For more details about this series, "Let's Make a Dress", get in touch with your county extension service office at \_\_\_\_\_ in \_\_\_\_\_.

Plan now to make a dress.

VII. FOLLOW-UP LETTER TO CLOTHING LEADERS

Model #5.

September , 1945

Dear Clothing Leader:

Once again we remind you of the very important training meeting on September \_\_\_\_\_, 1945 at 10 A.M. in \_\_\_\_\_ at the \_\_\_\_\_.

Since our last letter to you on August 15th, we hope you have had a chance to talk about this "Let's Make a Dress" radio sewing project to your neighbors and friends. It is a real opportunity for all. We are counting on you to help make it a success. There are so many little ways in which you can help.

Come to the training meeting and learn all about it. Representatives from many other groups will be present and you will find it stimulating to work with all these interested people.

On the day of the leader training meeting bring a notebook for a permanent record and your pencil. Come promptly and we shall be finished by 3:30 so that you will have time for any personal errands.

This is an opportunity in leadership that we know you will not want to miss.

(Instructions about lunch) etc...

VIII. LETTER TO COOPERATORS ( OTHER THAN CLOTHING LEADERS) Model #6

September , 1945

Dear \_\_\_\_\_ (Name of person and organization)

You have been hearing about the radio sewing school that is to be given this fall over Station WGY, at 1:15 to 1:30 P.M. starting Friday, September 28, 1945. The "Let's Make a Dress" radio sewing project is creating a great deal of interest in the county.

We know that you will be interested in meeting the clothing leaders from all over the county and others from organizations like your own who are cooperating to make this work successful. There is to be a joint meeting of all on \_\_\_\_\_, September \_\_\_\_\_, 1945 at 10 A.M. at \_\_\_\_\_ in \_\_\_\_\_. We do hope you will plan to come to the morning program from 10 to 12 at which time the details of the plan will be explained in full and you will see how your part fits in with the whole scheme. Besides the clothing leaders, we hope to have representatives from the stores, PTA groups, libraries, Home Economics teachers, etc.

The afternoon meeting will be devoted to specialized work with the clothing leaders. You are very welcome to stay for that too if you can arrange it.

IX. SUGGESTED LETTER TO ENTIRE HOMEMAKER MAILING LIST - Model #7

September 19, 1945

LISTEN IN

Dear Homemaker:

The long talked of extension radio project "Let's Make a Dress" is about to begin. Many of you have been anxiously awaiting the time to enroll. Now is the time to listen for advance announcements over station WGY, 790 kilocycles, to hear about how easy the plan is. If you have not already enrolled, print your name and address, and the county in which you live, on a penny post card and send it to "Let's Make a Dress", station WGY, Schenectady, New York. Then the "Sewing Aids" will be sent to you.

The first broadcast will be on Friday, September 28, at 1:15 P.M. There will be fifteen broadcasts, each lasting 15 minutes. Listen on each of the following Wednesdays and Fridays at this same hour and plan now to make a dress as the lessons go along. By doing this you will be able to immediately put into practice some of the ideas you learn and to "try them out before you forget them.

This course is a wonderful opportunity to improve your sewing ability. You can learn while you stay at home. It is also an opportunity to pioneer in a new experiment with the College of

Homo Economics at Cornell and the use of radio in teaching. If these lessons will be helpful to you, enroll now and watch for more announcements.

Our aim is to reach every homemaker in \_\_\_\_\_ county who wants to know more about sewing. It is not just a beginner's course but will be as helpful to old sewers as to new ones.

We are counting on you to help the extension service promote these radio lessons in your community. Tell your neighbors about it and your friends in other sections of the county. You may find it helpful if three or four of you meet together to listen so that you can discuss the points afterwards and help one another.

At the close of the series, we hope to have a grand rally so that you may see what others have accomplished and meet your new "Listener friends."

"Let's Make a Dress Together."

#### X. SCHEDULE FOR MAILING LESSON AIDS AND REPORT BLANKS - Model #8

Please mail the copies of Lesson AIDS promptly to enrollees in the "Let's Make a Dress" program. Be sure to include a cover letter with each copy.

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Book 1 - Send upon notification of enrollment of each listener.

Book 2 - Send from October 4 on. Also include Book 1 if it has not been sent previously due to late enrollment.

Book 3 - Send from October 16 on. Also include Books 1 and 2 if it is a new enrollee.

Book 4 - Send from October 28 on.

Report Blank - Send out November 12. Be sure to include a self-addressed, postage-free envelope to speed return mailing.

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Cover letter to go with Book 1 of Sewing Aids Series - Model #9

Wednesday and Fridays  
1:15 - 1:30 P.M.  
Station UGY  
Sept. 28 - Nov. 16, 1945

Dear Homemaker:

We are happy to enroll you as a member of the "Let's Make a Dress" radio sewing school and are sending you the first of the set of "Sewing Aids". There are no fees to pay but we hope that the lessons will prove so helpful that you will make a dress as the course goes along and plan to

wear it to a big rally we hope to have at the end of the series. We believe that all of you "air-minded" homemakers will want to meet one another and we certainly want to meet you. We'll tell you more about that later.

This sewing course is offered by the Cooperative Extension Work in Agriculture and Home Economics of the State of New York. It is one way of trying to meet the many requests we have from homemakers who want help with sewing.

There will be 15 broadcasts. Each one will give you specific information as to how to proceed with your dress. Before every broadcast read over the lesson for the day so that you will be ready to quickly refer to it as ideas are explained. Have a pencil and notebook ready to take additional notes.

Plan now to make a dress. The best plan is to listen to the broadcast and then do the amount of work suggested on your dress. Do not try to go too fast. If you work slowly and go step-by-step as each thing is explained, you will learn more quickly and easily. Won't you try out the suggestions made in these broadcasts and let us know how you enjoy the lessons?

With this first letter we are sending you the first book of "Sewing Aids". The others will come to you later. Keep them for ready reference. The enclosed list of "Clothing Leaders" are homemakers who are cooperating with the extension service to help others with their sewing problems. Find the name of the clothing leader who lives nearest to you and get acquainted with her. She will be glad to help you if she can.

Tune in to Station WGY - 790 on your dial - regularly every Wednesday and Friday at 1:15 P.M. beginning September 28. Let's have fun making a dress. It is easy if you know how. Tell your friends about these lessons and meet together as a small group to listen and to sew.

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Cover letter to go with Book 2 of Sewing Aids series - Model #10

Wednesday and Fridays  
1:15 - 1:30 P.M.  
Station WGY  
Sept. 28 - Nov. 16, L945

Dear Homemaker:

Here is your second book in the series of "Sewing Aids". This one will get you into the serious business of choosing your pattern and fabric, understanding your pattern, and altering it to fit you.

There is so much more to sewing than the mere cutting out a piece of fabric and sewing it up. The information in this part of the series of lessons will help to lay the ground work for a successful and very satisfactory dress for you. It is so much better to go slowly in the beginning because in that way you can avoid mistakes that could not be corrected later.

We hope you are enjoying those lessons and that they are proving helpful to you. Perhaps, in the beginning you did not plan to make a dress as the lessons go along, but we hope you have changed your mind and have decided how worthwhile it is to put your new ideas into practice immediately.

After you have bought your pattern and fabric, clip off a small piece of your dress material and send it together with a picture of your design to Helen Powell Smith, WGY, Schenectady, New York. For your convenience, we are enclosing a sheet for you to pin these to. Put it in an envelope and mail it.

RECORD SHEET OF PATTERN AND FABRIC  
(To accompany cover letter for Book 2)

Please fill out and send to "Let's Make a Dress" WGY, Schenectady, N.Y.

Name \_\_\_\_\_ County \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

Sample of Fabric \_\_\_\_\_ Sketch of Pattern \_\_\_\_\_

Price per yard: \_\_\_\_\_ Make of pattern \_\_\_\_\_

Size \_\_\_\_\_

Comments: \_\_\_\_\_

Dear "Let's Make a Dress" Listener:

Thank you so much for sending me a sample of your dress fabric and a sketch of the design of the dress you are making. I am so interested in your plans and am pleased to be able to share this experience with you.

Through this series of lessons, I hope you will gain some helpful knowledge that will be of benefit to you in many of the future sewing tasks you undertake.

When these lessons are completed, plan to fill out the report form and send it in promptly so that we can learn of your interest and progress.

Here's to successful sewing.

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Cover letter to go with Book #3 of Sewing Aids Series- Model #11

Wednesday and Fridays  
1:15 - 1:30 P.M.  
Station WGY  
Sept. 28 - Nov. 16, 1945

Dear Homemaker;

The real dressmaking part of the job is contained in Book #3. By having gone slowly and planned carefully in the first lessons, you will find that you can do a much more professional job on the actual construction of your dress.

This book tells you how to lay out the pattern on the cloth, mark the details for construction and gives you ideas on assembling the various pieces.

Then comes that very important part - fitting. Study these pages carefully. Learn to recognize the essentials of a well fitted dress and try to understand the techniques of fitting before you attempt to fit your dress.

Some people consider fitting the hardest part of dressmaking. Go slowly so that you do not become confused. Recognize the value of the A-B-C's of fitting.

Here's to your success with this part of "Let's Make a Dress."

Cover letter to go with Book #4 - Model #12

Wednesday and Fridays  
1:15 - 1:30 P.M.  
Station WGY  
Sept. 28 - Nov. 16, 1945

Dear Homemaker,

Here is your last set of your "Sewing Aids" which will help you to finish your dress. Now that the course, "Let's Make a Dress" is so nearly over, we are all excited about the prospect of meeting you and seeing your dress.

Perhaps it is just another dress to some of you; to others it represents a real achievement; to the Department of Textiles and Clothing of the College of Home Economics at Cornell and to the radio station WGY it represents the conclusion of a successful project in radio education. Because information is needed to build further radio extension courses, we are asking you to help us by doing these things -

1. Fill out the enclosed report blank sometime between November 16 and 28.
2. Mail this report in the enclosed envelope which does not require postage.
3. Wear or bring your dress to the grand finale of the course on \_\_\_\_\_ at \_\_\_\_\_.

Plan now to participate in the dress rally and get acquainted with the other \_\_\_\_\_ enrollees in this county.

Please fill out the report form and mail it promptly as it may mean future programs.

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Leader Report of Her Community Activities

Let's Make a Dress

Please fill out this report form and return it by November 26, 1945 in the postage-free envelope. We need your reply to help us.

Sincerely yours,

Leader's Name \_\_\_\_\_

Community \_\_\_\_\_

County \_\_\_\_\_

I. In what ways were you able to publicize the project in your community?

1. (Check) Through local unit organizations \_\_\_\_\_  
Through P.T.A. groups \_\_\_\_\_  
Through Grange groups \_\_\_\_\_  
Through D.A.R. groups \_\_\_\_\_  
Through Home Economics groups \_\_\_\_\_  
Through Church groups \_\_\_\_\_  
Through organizing small neighborhood groups \_\_\_\_\_  
Through key persons in the community \_\_\_\_\_

2. Did you supply news stories to your local or county paper?  
(Check) yes \_\_\_\_\_ No \_\_\_\_\_

3. Did you supply news stories to your Home Demonstration Agent?  
(Check) yes \_\_\_\_\_ No \_\_\_\_\_

4. Did you distribute posters and handbills? (Check) Yes \_\_\_\_\_ No \_\_\_\_\_  
How many \_\_\_\_\_

In what types of public places did you place posters?  
(List) \_\_\_\_\_

II. How much teaching help were you able to give in your community?  
(Check or fill in those items that concern you)

1. Taught a regular class \_\_\_\_\_ (Check) yes \_\_\_\_\_ No \_\_\_\_\_  
Taught this class (check) Once a week \_\_\_\_\_

Four times in \_\_\_\_\_  
the 7 week period \_\_\_\_\_  
or how often \_\_\_\_\_

How many were registered for the class regularly \_\_\_\_\_

What was the average attendance each lesson \_\_\_\_\_

How many of those women made dresses \_\_\_\_\_

2. Gave a short series of demonstration lessons on  
Taking Measurements, Pattern Alteration, Fitting, etc. (check)  
Yes \_\_\_\_\_ No \_\_\_\_\_

Average attendance at these demonstrations was how many? \_\_\_\_\_

3. Arranged for an "at home" afternoon to help persons (check)  
Yes \_\_\_\_\_ No \_\_\_\_\_

In this way, approximately how many people did you help? \_\_\_\_\_

4. Helped individual people with their sewing problems (check)  
Yes \_\_\_\_\_ No \_\_\_\_\_

Approximately how many? \_\_\_\_\_

5. Held a series of evening classes for persons who could not  
listen to the broadcasts in the daytime. (Check) Yes \_\_\_\_\_ No \_\_\_\_\_

Average attendance at these classes \_\_\_\_\_

Comments regarding your teaching in the community:

III. What kinds of comments did you hear about the program that might  
help us in any future plans? (Comment under items listed or make

your own contribution).

1. Did homemakers like the idea generally and seem interested?  
(check) Yes  No   
If no, what were their criticisms?

2. Did homemakers like the short 15 minute lesson with time  
between each to do the work? (check) Yes  No

Comments:

3. Would they rather have longer lessons and less of them?  
(check) Yes  No

Comments:

4. Do you think the kind of information given in the lesson was  
sufficiently helpful to make your sewing problems easier?  
(check) Yes  No

Comments:

5. Were homemakers able to use the "Sewing Aids" and learn from them?  
(check) Yes  No

Comments:

IV. Your own opinion of the kind of program and the effectiveness of it:

STATISTICAL SUMMARY  
"LET'S MAKE A DRESS"

Please make duplicate copies of this, keep one, and send the other to -----, Extension Specialist in Clothing, by November 30, if possible.

Number of persons enrolled - listed cooperators \_\_\_\_\_

new person \_\_\_\_\_

Number of persons reporting \_\_\_\_\_

1. Number of persons making dresses (total) \_\_\_\_\_

Yes \_\_\_\_\_

No \_\_\_\_\_

2. Approximate number of broadcasts listened to (average here) \_\_\_\_\_

Less than 7 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

11 \_\_\_\_\_

12 \_\_\_\_\_

13 \_\_\_\_\_

14 \_\_\_\_\_

15 \_\_\_\_\_

3. Number listening in groups (total) \_\_\_\_\_

Groups \_\_\_\_\_

Number listening alone (total) \_\_\_\_\_

Alone \_\_\_\_\_

4. Amount of sewing done (totals) Beginners  
Very little \_\_\_\_\_  
Some \_\_\_\_\_  
Great deal \_\_\_\_\_

Beginners

Very Little

Some

Great deal

5. Helpful new ideas learned (Place totals in front of item)

Total \_\_\_\_\_

Taking measurements \_\_\_\_\_

Pattern alterations \_\_\_\_\_

Fitting techniques \_\_\_\_\_

Setting in sleeves \_\_\_\_\_

Making shoulder pads \_\_\_\_\_

Importance of pressing \_\_\_\_\_

Finishing details like buttonholes,  
pockets, collars, etc.

Others - itemize if possible

6. Help from local leaders (totals) Yes    No   

Yes

No

How often (totals)

Once    Twice    Weekly    Other   

Once

Twice

Weekly

Other

7. What means stimulated interest in the program? (totals)

Neighbor

News Letter

News article

"Let's Make a Dress"

Clothing leader

Poster

Announcement

Other broadcast

8. Was it worthwhile? (Pick out 15 or 20 representative statements)

How could we have helped you more? (Pick out 15 or 20 typical statements)

What else do you want to learn via radio? (Summarize to the best of your ability)